

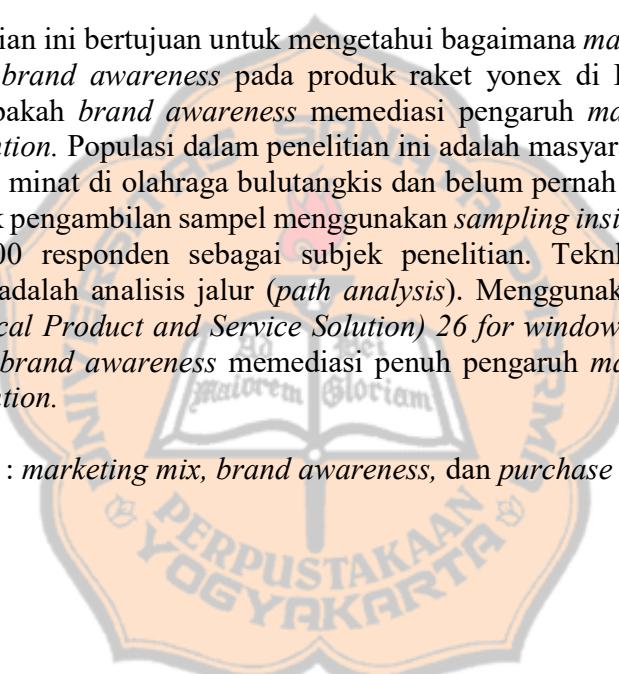
## ABSTRAK

### PERAN MEDIASI *BRAND AWARENESS* PADA PENGARUH *MARKETING MIX* TERHADAP *PURCHASE INTENTION* RAKET YONEX DI KOTA YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui bagaimana *marketing mix*, *purchase intention* dan *brand awareness* pada produk raket yonex di Kota Yogyakarta dan mengetahui apakah *brand awareness* memediasi pengaruh *marketing mix* terhadap *purchase intention*. Populasi dalam penelitian ini adalah masyarakat Kota Yogyakarta yang memiliki minat di olahraga bulutangkis dan belum pernah membeli raket merek Yonex. Teknik pengambilan sampel menggunakan *sampling insidental*. Penelitian ini melibatkan 100 responden sebagai subjek penelitian. Teknik analisis data pada penelitian ini adalah analisis jalur (*path analysis*). Menggunakan aplikasi program SPSS (*Statistical Product and Service Solution*) 26 for windows. Hasil penelitian ini menunjukkan *brand awareness* memediasi penuh pengaruh *marketing mix* terhadap *purchase intention*.

Kata kunci : *marketing mix*, *brand awareness*, dan *purchase intention*.



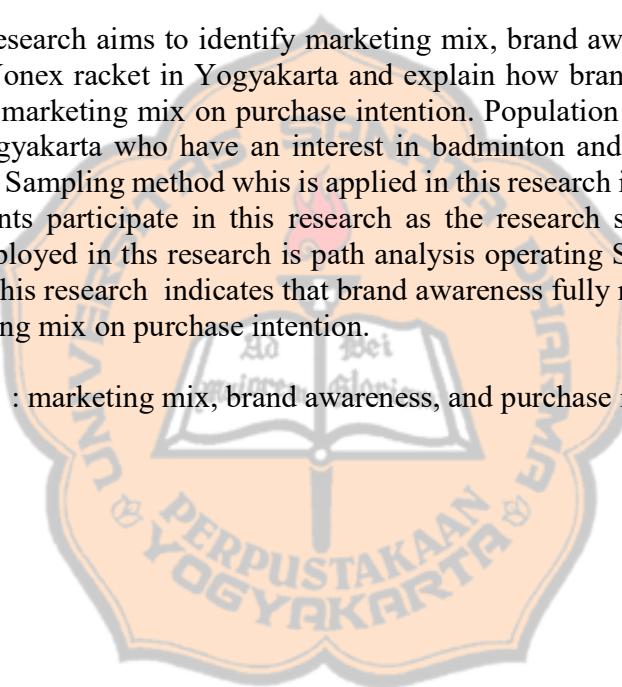
## ABSTRACT

### THE ROLE OF BRAND AWARENESS IN MEDIATING IMPACT OF MARKETING MIX ON PURCHASE INTENTION YONEX RACKET IN YOGYAKARTA

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This research aims to identify marketing mix, brand awareness, and purchase intention of Yonex racket in Yogyakarta and explain how brand awareness mediates the impact of marketing mix on purchase intention. Population in this research is the people of Yogyakarta who have an interest in badminton and have never bought a Yonex racket. Sampling method whis is applied in this research is incidental sampling. 100 respondents participate in this research as the research subjects. The analysis technique employed in the research is path analysis operating SPSS 26 for windows. The result of this research indicates that brand awareness fully mediates the influence of the marketing mix on purchase intention.

Keywords : marketing mix, brand awareness, and purchase intention.



PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

